



Durham One Call FY 2011-2012 Annual Report



DURHAM



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CITY OF MEDICINE

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ONE CALL...DOES IT ALL!

Since 2004, Durham One Call, a division of the City Manager's Office, has provided customer service to citizens, businesses, visitors and City employees. ***Our Mission*** is to improve customer service for the City of Durham, its employees and community through improved communication

and data collection. DOC serves as a citizen's first point of contact by providing general information about City events and services.

Our Objectives are to increase efficiency of City departments by providing customer service support;

reducing the number of non-emergency calls to 9-1-1; creating accountability by tracking service requests and providing support during weather-related emergencies. That 'One Call' to 919-560-1200 connects citizens with a Call Center Representative who can answer questions, generate service requests, or connect callers to the appropriate City department.



DURHAM ONE CALL STAFF



The Assistant to the City Manager oversees the operation of Durham One Call. The Call Center Manager is responsible for day-to-day operations including planning, management and ensuring the highest quality customer service. Durham One Call also manages the information desk in the lobby of City Hall. The Lobby Representative answers general questions in person and over the telephone. Bilingual representatives, fluent in English and Spanish, are available to assist when needed. All Durham One Call Representatives are responsible for answering incoming calls in a timely manner, providing accurate information, and excellent service.

HOURS OF OPERATION

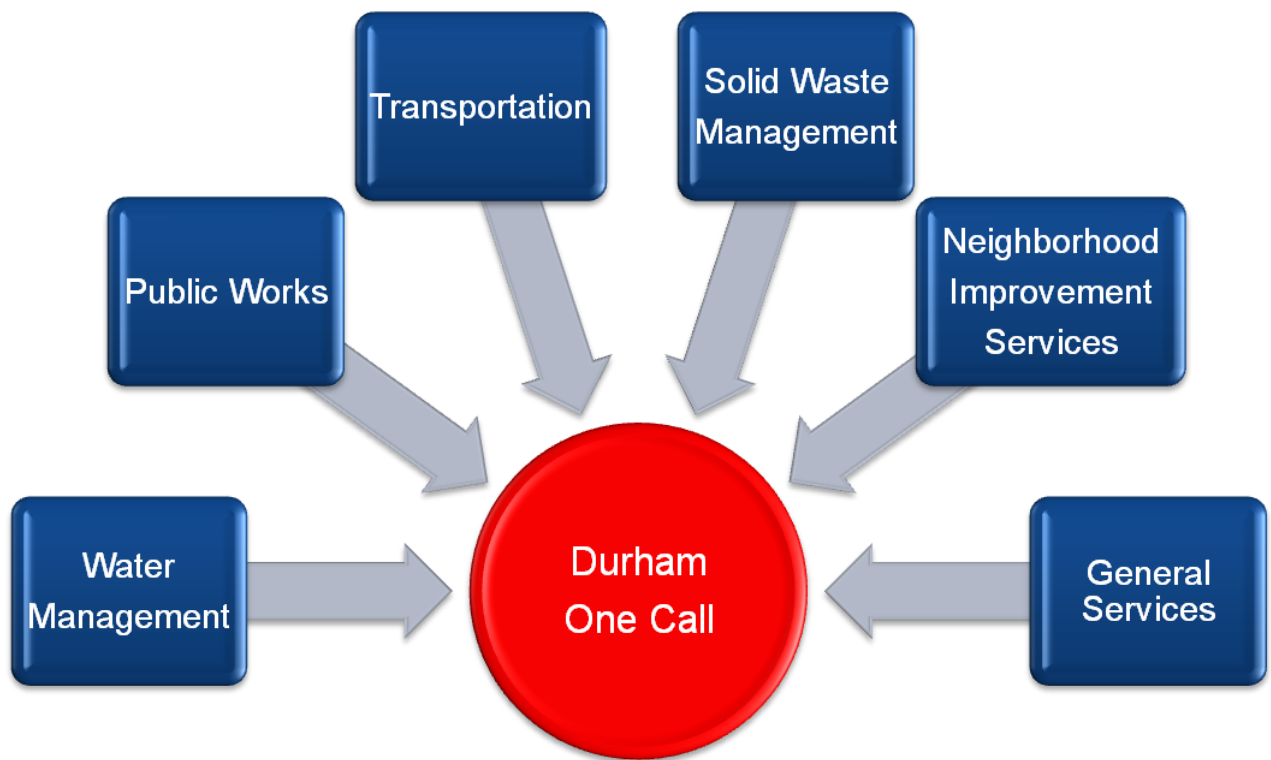
Representatives are available Monday through Friday from 8 am to 6 pm. For calls received outside of normal business hours, callers can leave a detailed message and the information or request for service is forwarded to the appropriate City department. Durham One Call enables the City to enhance monitoring of its services by using tracking software and offering a more efficient and accountable City Government.

Individuals who are hearing-impaired can access Durham One Call's TTD by dialing 919-560-1245.

City services can also be requested online at www.durhamnc.gov/departments/onecall/online_index.cfm.

The screenshot shows the 'Durham One Call Online Request Form' on the City of Durham website. The header includes the City of Durham logo and navigation links. The form title is 'Durham One Call Online Request Form'. Below the title, there is a section for 'Request for the following City service to be completed:' with a dropdown menu. A note states: 'To avoid delays with the processing of your request for service, specific or detailed information must be provided in the location and description fields to assist Durham One Call when completing your service request. Requests received without sufficient information or requiring additional details may create a delay in the processing of your request.' The form includes fields for 'Location:', 'Description:', 'Name:', 'City water account number:', 'Address:', and 'Daytime Telephone Number:'. A sidebar on the left lists various links such as 'Durham One Call Home', '560-1200', 'Staff', 'Water Restriction Violation Report Form', 'When To Call Durham One Call', 'Online Request Form', 'Street Light Outage Report Form', 'Service Request Tracking System', 'Citizen Satisfaction Survey', 'When To Call 911', 'Frequently Asked Questions', 'Directions to City Hall', 'City Manager's Office', 'STARs Nomination Form', and 'Durham One Call'. The 'Durham One Call' logo with the number '560-1200' is also visible in the top right corner of the form area.

PARTNER DEPARTMENTS



The following City departments partner with Durham One Call to enhance their responsiveness to the needs of the community: General Services, Neighborhood Improvement Services, Public Works, Solid Waste Management, Water Management and Transportation. The partnership roles are reflected in Service Level Agreements documenting benchmarks (indicating expected time frame for completion of service). These benchmarks establish customers' expectations and promote departmental accountability. To enhance customer service, the partner department's staff liaison and Durham One Call leadership regularly collaborate on updates enabling DOC to provide the most accurate information.

OUR STANDARDS

One Call Standards	FY 11/12	FY 11/12
Percentage of calls answered within 60 seconds	90%	81%
Abandonment rate*	≤10%	6%
Communication within next business day	90%	98%
Satisfaction with Durham One Call	90%	70%
Representative Standards	FY 11/12 Goal	FY 11/12 Actual
Average length of call	≤ 1:30 minutes	1:28 minutes
Average number of calls answered per day	95	122

*Abandonment rate refers to calls disconnected before speaking with a Call Center

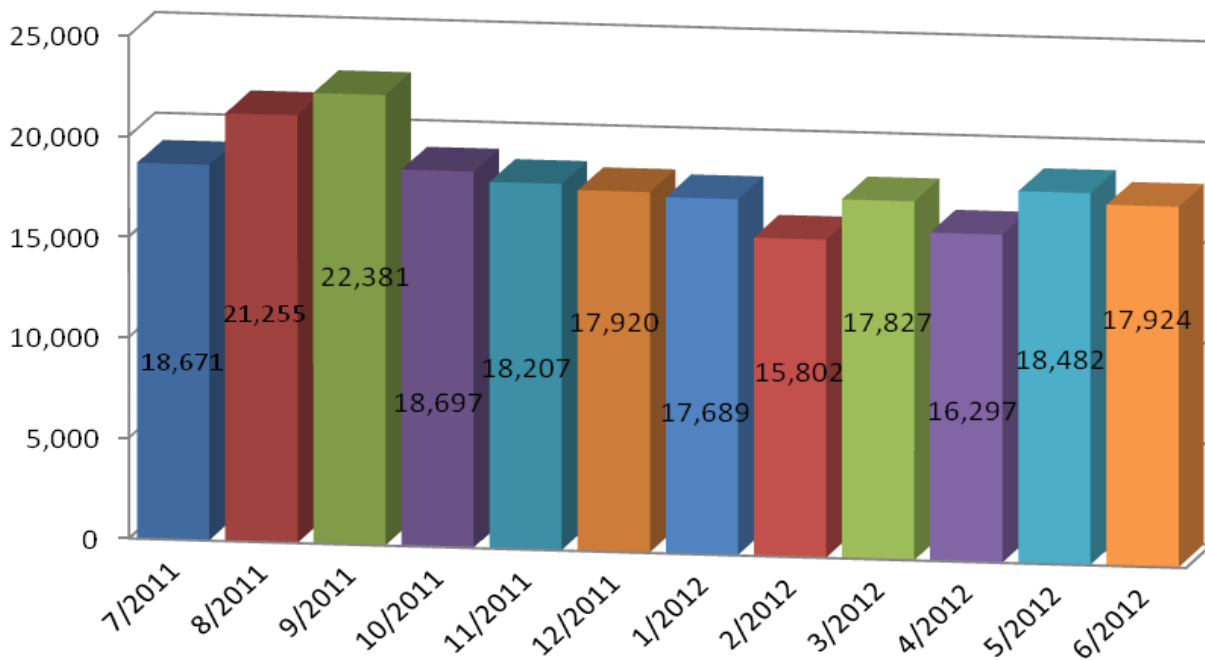
OUR STANDARDS

The ease of use and convenience of Durham One Call to the residents and businesses reflect a year to year increase in calls received of 2%. Durham One Call representatives answered on average 909 calls daily, received a total of 236,509 calls, and answered 221,152. Durham One Call Representatives also created 24,768 requests for various City services.

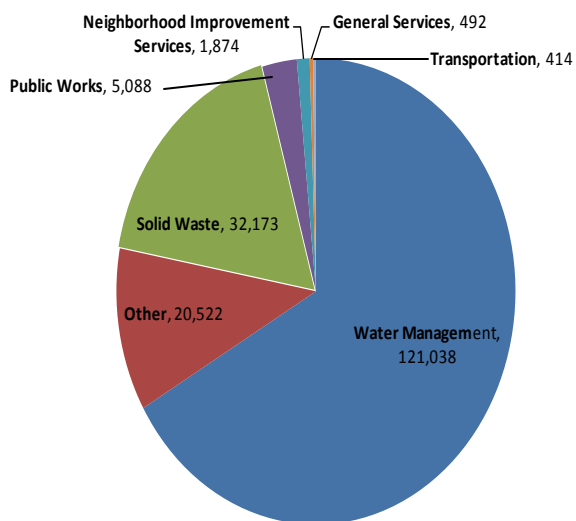
The following page reflects the call volume and activity.

CALL CENTER ACTIVITY

Number of Calls Answered by Durham One Call by Month for FY11/12



Number Calls answered on behalf of Partner Departments



Partner Department	Number of calls answered on behalf of partner dept	Percentage of total calls received by DOC
Water Management	121,038	55%
Solid Waste Management	32,173	15%
Public Works	5,088	2%
Neighborhood Improvement Services	1,874	.8%
General Services	492	.2%
Transportation	414	.2%
Total	161,079	73%

CALL CENTER ACTIVITY

The screenshot displays a web-based service request tracking system. The title bar reads "Service Request # 282909 Garbage Was Missed / Garbage collection was missed. (SW)". The interface includes a menu bar with options like Request, Recent, Search, Save, Close, New, Print, Tools, and Labor. A toolbar contains icons for these functions. The main area is divided into several sections:

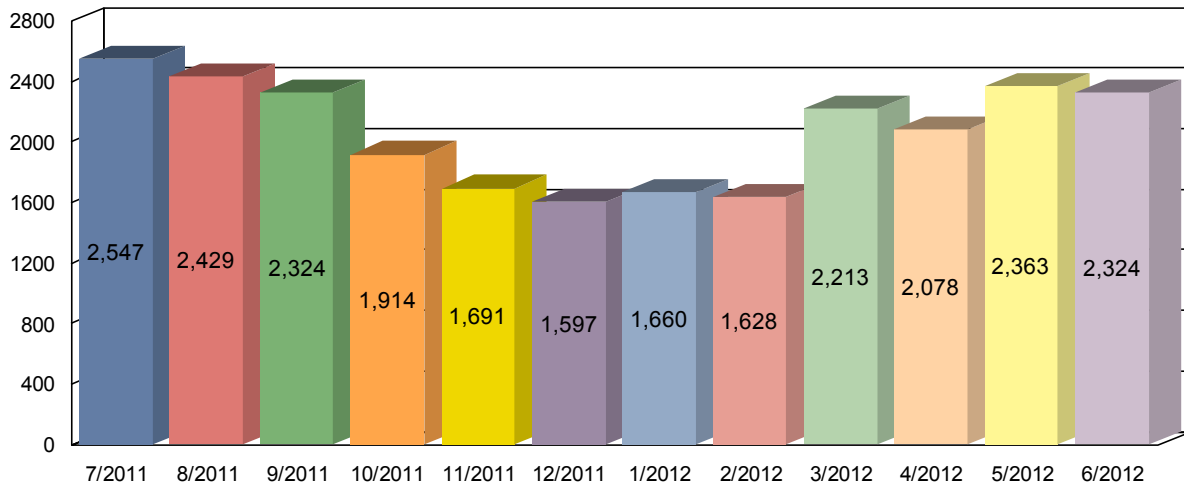
- Code:** Garbage Was Missed
- Description:** Garbage collection was missed. (SW)
- ID/Status:** 282909 / OPEN
- Priority/Category:** 3 Medium / SW
- Initiated By:** HARPER, JOANNE
- Submitted:** 9/22/2009 2:06:51 PM
- Opened By:** (blank)
- Dispatched To:** (blank)
- Opened By:** (blank)
- Proj Comp. Date:** 09/25/2009
- Closed By:** (blank)
- Work Order:** (blank) with buttons: Open WO, Attach To, Create
- W/O Description:** (blank)
- Proj Start/Finish Date:** (blank)
- Actual Start/Finish Date:** (blank)
- Project:** (blank) with buttons: Open, Attach To
- Work Comments:** By HARPER, JOANNE: 9/22/2009 2:06:51 PM Monday collection and garbage was missed
- Caller Information:**
 - Date/Time: 9/22/2009 2:06:51
 - Account: 101864
 - First Name: DURHAM ONE, Last: CALL
 - Address: 101 CITY HALL PLZ
 - City: DURHAM, Zip: 27701
 - Home Phone: (919) 560-1200, Work: (blank), Other Phone: (blank), Type: CITIZEN
 - Email: UNKNOWN
- Incident Address:** 101 CITY HALL PLZ, City/Zip: DURHAM / 27701
- GIS Information:**
 - Ward: (blank)
 - Tile No: (blank)
 - Shop: (blank)
- Layer Field Value:** (table with columns for Layer, Field, and Value)

Durham One Call Representatives use tracking software to create a service request for our partner departments. Once a service request is initiated, a tracking number is assigned and the request is submitted electronically to the appropriate City department. Upon receipt of the service request, the partner department is responsible for completing the service requested by the projected completion date as specified in the service level agreement (SLA). All service requests open beyond the benchmark completion date are reported weekly to the responsible City departments and Deputy City Managers.

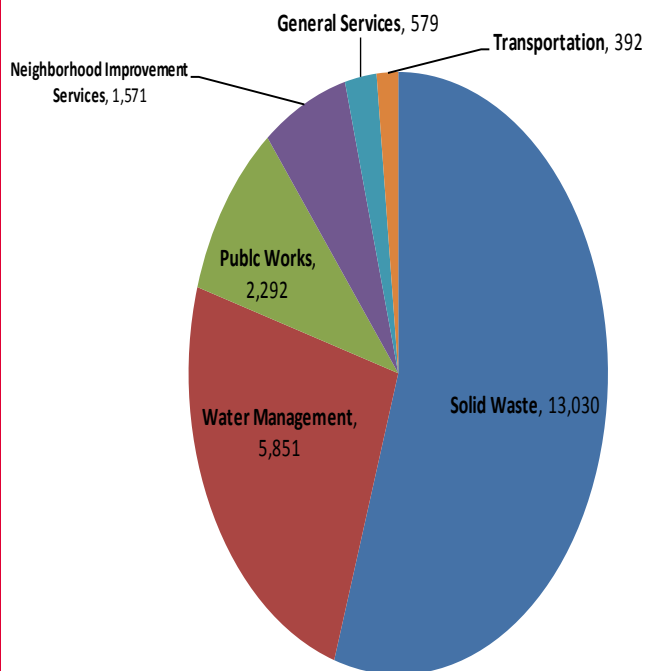
The following page reflects the service request activity for FY11/12.

CALL CENTER ACTIVITY

Number of Service Requests Created by Durham One Call



Number of Service Requests created per Partner Department



Partner Department	Number of Service Requests	Percentage of total service requests
Solid Waste Management	13,030	52%
Water Management	5,851	24%
Public Works	2,292	9%
Neighborhood Improvement Services	1,571	6%
General Services	579	2%
Transportation	392	2%
Total	23715	95%

QUALITY ASSURANCE

Durham One Call measures quality assurance through online satisfaction surveys. These surveys provide feedback about Durham One Call and the City department responsible for service. In FY 11/12, Durham One Call received 138 surveys and from those averaged an overall satisfaction rate of 70%.

CALL CENTER ACTIVITY

During FY11/12 Durham One Call participated in a proactive audit performed by the City's Audit Services Department. The findings of the review were positive and offered recommendations to enhance the Durham One Call Operation. To name a few, increased communications with partner departments, collaborative 'refresh' training for Durham One Call representatives with partner departments, and annual review of organizational goals.

Durham One Call leadership developed a plan to incorporate the feedback provided by the Audit Services Department and, to date, has hosted 'refresh' training with the Solid Waste Management Department and the Customer Billing Division of the Department of Water Management. The online survey feedback is also being used to enhance customer service and process efficiencies.